

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
4 January 2001 (04.01.2001)

PCT

(10) International Publication Number  
**WO 01/01586 A3**

(51) International Patent Classification<sup>7</sup>: **G06F 17/60**,  
15/24, 15/16, G06K 15/00, 7/10, G09G 3/00, 3/02, H04N  
7/04

(21) International Application Number: PCT/US00/17607

(22) International Filing Date: 27 June 2000 (27.06.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/141,489 29 June 1999 (29.06.1999) US  
09/ 23 June 2000 (23.06.2000) US  
09/ 23 June 2000 (23.06.2000) US

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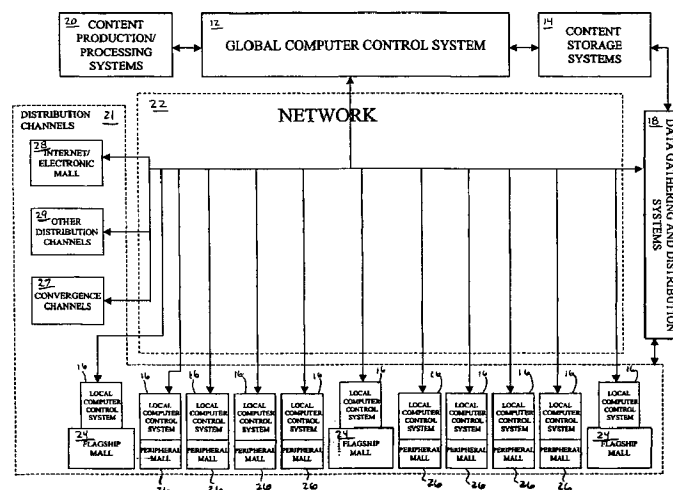
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(81) Designated States (*national*): AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: IMPROVED SYSTEM FOR SEAMLESSLY INTEGRATING MULTIPLE NEW AND EXISTING PRODUCT, SERVICE, ENTERTAINMENT, PROGRAMMING AND INFORMATION DISTRIBUTION CHANNELS INCLUDING PHYSICAL AND ELECTRONIC MALLS



(57) Abstract: A system (10) for seamlessly integrating multiple new and existing product, service, entertainment, programming and information distribution channels (21) including physical (24) and electronic malls (28) through a computer controlled fiber optic broadband network (22). The system (10) facilitates the delivery of entertainment, brand programming, products and services to consumers throughout the world, twenty-four hours a day, seven days a week, employing and seamlessly integrating the existing physical retail mall infrastructure and the relatively new electronic mall accessible over the Internet.



WO 01/01586 A3



**Published:**

— *With international search report.*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

**(88) Date of publication of the international search report:**

26 April 2001

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/17607

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) : Please See Extra Sheet.

US CL : Please See Extra Sheet.

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/1, 14, 26, 27; 345/87; 359/67, 55, 58, 62; 235/383, 385, 380, 472, 462, 381

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Please See Extra Sheet.

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,392,066 A (FISHER et al) 21 February 1995, col. 2-6, figure 2	1-10 ----- 11-23
X --- Y	US 5,561,440 A (KITAJIMA et al) 01 October 1996, col. 4-6	24-27 ----- 11-23
X, P	US 6,076,071 A (FRENEY, JR.) 13 June 2000, col. 3-11	28-31
X	US 5,465,085 A (CALDWELL et al) 07 November 1995, col. 3-11	32-49
A	US 5,250,789 (JOHNSEN) 05 October 1993, col. 5-10	32-49

☒ Further documents are listed in the continuation of Box C.
 ☐ See patent family annex.

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*A* document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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*O* document referring to an oral disclosure, use, exhibition or other means	
*P* document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

25 SEPTEMBER 2000

Date of mailing of the international search report

28 DEC 2000

Name and mailing address of the ISA/US

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## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US00/17607

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,821,513 A (O'HAGAN et al) 13 October 1998, col. 4-13	32-49
A	US 5,859,414 A (GRIMES et al) 12 January 1999, col. 5-12	32-49

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US CL :

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## B. FIELDS SEARCHED

Electronic data bases consulted (Name of data base and where practicable terms used):

STN, WEST

search terms: retail or physicia stores, malls, display, advertising, promotional, products, display device, screens, Internet...